

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	79112144
LAW OFFICE ASSIGNED	LAW OFFICE 107
MARK SECTION	
MARK	http://tmng-al.uspto.gov/resting2/api/img/79112144/large
LITERAL ELEMENT	FUTURAGENE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
ARGUMENT(S)	
<p>The Examining Attorney continues to refuse registration based on an alleged likelihood of confusion with the registered mark FUTURA (Reg. No. 4445479) in the name of Pickseed USA, Inc. Applicant respectfully submits that confusion is unlikely for the following reasons:</p> <p><u>The Goods as Amended are Not Closely Related</u></p> <p>Applicant deletes the term <i>seedlings</i> from the descriptions of goods and services for the application and replaces it with the term <i>plantlets</i>. Further, Applicant deletes Class 35 in its entirety. The revised goods and services will read as follows:</p> <p>Class 1: Biotechnologically-formed genes for use in the manufacture of agricultural seeds; biotechnology formed genes, microbes and enzymes for use in the production of agricultural seeds to enhance plants' growth therefrom</p> <p>Class 31: Live transgenic and non-transgenic trees and plantlets for forestry; live plants and plant tissue for plant propagation modified to grow faster or to produce higher crop or biomass yields; live plants and plant tissue for plant propagation modified to be substantially improved as a source for producing wood pellets; live plants and plant tissue for plant propagation modified to be substantially improved as a source for producing biofuels; live plants and plant tissue for plant propagation modified to be substantially improved as a source for producing ethanol or butanol or any other wood product chemical derivative; live plant tissue for plant propagation modified to be</p>	

substantially more resistant to pest, disease or other biotic stress

Class 42: Plant genetic research and development for biofuel, biopower, forestry and agricultural markets; providing information in the field of plant genetics research resources; research and development services relating to plant genetics; research and product development for others in the field of genetically engineered plants and plant seeds, namely, development of recombinant genes to produce novel gene sequences for use in science, research, agriculture and industry; research and development of transgenic and non-transgenic trees for forestry purposes for others; and research and development of genomics and plant culture; genetic engineering in the field of live transgenic and non-transgenic trees and plantlets

Class 44: Tree planting of live transgenic and non-transgenic trees and planting of plantlets for purposes of plant breeding and afforestation services, namely, converting land to forest by planting trees or their seeds; consultancy and advisory services relating to the planting of live transgenic and non-transgenic trees and seedlings for purposes of plant breeding and afforestation services, namely, converting land to forest by planting trees or their seeds; plant breeding; afforestation services, namely, converting land to forest by planting trees or their seeds; agricultural advice, horticultural services; agricultural services, namely planting, growing, fertilizing, pruning and picking live transgenic and non-transgenic trees and plantlets for others; horticultural services; plant nurseries; tree surgeons' services.

Class 45: Licensing of intellectual property, namely, technology licensing services relating to plant genetics; and licensing of intellectual property in the form of patents, patent applications, know-how and show-how in the fields of global biofuel, horticulture, forestry and agriculture

The amendment to change the term *seedlings* to *plantlet* is made to simply clarify the identification of goods and services which is permissible so long as Applicant remains in the scope of the goods and services originally identified in the application as filed. See TMEP 1402.06 (b). Applicant remains within the scope of the goods and services as these terms are synonymous. A seedling is a young plant. See Exhibit A. A plantlet is a young plant. See Exhibit B.

Additionally, by making this amendment, Applicant clarifies the nature of its goods and services and further distinguishes them from that of the cited registration. In particular, since the cited registration covers *grass seeds*, the removal of the term seedlings from the instant application will serve to make a stronger distinction between Registrant's goods (i.e., seeds) and Applicant's goods and services (i.e., trees and forestry). Indeed, the instant application covers goods and services related to a niche market for forestry – forestry that is wholly related to supplying raw materials to the paper industry and biofuel manufacturers.

Even where the goods do fall within the same general category, the Board has refused to find a likelihood of confusion merely because the marks are identical. In *In re British Bulldog, Ltd.*, 224 U.S.P.Q. 854 (T.T.A.B. 1984), the Board found that there was no likelihood of confusion between PLAYERS for shoes and PLAYERS for men's underwear simply because the goods could both be categorized as "clothing." The Board explained that these are distinct items which are recognized by consumers as, most often, coming from different sources. See also *In re Shoe Works, Inc.*, 6 U.S.P.Q.2d 1890 (T.T.A.B. 1988) (no likelihood of confusion between PALM BAY for women's shoes and PALM

BAY for shorts and pants). Likewise, consumers would not expect specialized goods and services related to sustainable forestry to supply the paper industry and biofuel market to share a common source for grass seed. Indeed, the goods and services of the instant application as amended are not related to Registrant's goods in any commercially meaningful manner.

The Marks are Different

The Registrant's mark is FUTURA and Applicant's mark is FUTURAGENE. The Examining Attorney asserts that the dominant portion of Applicant's mark is FUTURA because term GENE is weak or descriptive and thus adds little to the commercial impression. It is well-settled that weak or even descriptive terms must be considered in their role in avoiding confusion. *See In re National Data Corp*, 224 U.S.P.Q. 749 (Fed. Cir. 1985) (“[L]ikelihood of confusion cannot be predicated on dissection of a mark, that is, on only part of a mark”). Just because a term is weak, does not mean that it should be ignored in determining whether there is a likelihood of confusion. The term GENE while suggestive or even somewhat descriptive assists the consumer in learning more about the possible goods and services offered. The consumer will likely be inclined to think that the goods and services of Applicant's mark are related to biotechnology or futuristic genetics. One cannot discount the impact of the term GENE in Applicant's mark. By contrast, a consumer looking at Registrant's mark will not get the same impression from a mark that is simply the Italian translation of the word “future.”

Consumers do not think which portion is dominant or weak, they look at the marks in their entirety and glean from marks certain meanings and commercial impressions. Here, those meanings and commercial impressions are different and thus the marks are different.

Further, Registrant's mark coexists with other marks, specifically FUTURE formatives, which were once cited against it for goods and services that were deemed to be related. See Exhibit C. This coexistence suggests a narrower scope of protection for the cited mark. Otherwise, Registrant is entitled to exclusive rights in the mark FUTURA or FUTURE variants in connection with anything related to grass seeds.

Also, to the extent that there is a likelihood of confusion between Applicant's mark and Registrant's mark, it is worth noting that Applicant's prior registration of the mark FUTURAGENE (U.S. Reg. No. 2911088) was not cited against Registrant's mark.

With the above, Applicant respectfully requests that the Examining Attorney withdraw the cited mark as an obstacle to registration and approve the instant application for publication.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)

ORIGINAL PDF FILE	evi_2078613618-20150806165420591208_.01258304.PDF
CONVERTED PDF FILE(S) (5 pages)	\\TICRS\EXPORT16\IMAGEOUT16\791\121\79112144\xml12\RFR0002.JPG
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	\\TICRS\EXPORT16\IMAGEOUT16\791\121\79112144\xml12\RFR0015.JPG
DESCRIPTION OF EVIDENCE FILE	printouts of definitions and TDRS records
SIGNATURE SECTION	
RESPONSE SIGNATURE	/deirdreclarke/
SIGNATORY'S NAME	Deirdre A. Clarke
SIGNATORY'S POSITION	Attorney for Applicant - NY bar member
SIGNATORY'S PHONE NUMBER	914-821-3084
DATE SIGNED	08/06/2015
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Aug 06 16:58:54 EDT 2015
	USPTO/RFR-207.86.136.18-2

TEAS STAMP

0150806165854670477-79112
144-540d06d29decc0fac1bb3
41da4ff7380dbbe78763b5ae1
764b9e7294481a82ccb-N/A-N
/A-20150806165420591208

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **79112144** FUTURAGENE(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/79112144/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

The Examining Attorney continues to refuse registration based on an alleged likelihood of confusion with the registered mark FUTURA (Reg. No. 4445479) in the name of Pickseed USA, Inc. Applicant respectfully submits that confusion is unlikely for the following reasons:

The Goods as Amended are Not Closely Related

Applicant deletes the term *seedlings* from the descriptions of goods and services for the application and replaces it with the term *plantlets*. Further, Applicant deletes Class 35 in its entirety. The revised goods and services will read as follows:

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EVIDENCE

Evidence in the nature of printouts of definitions and TDRS records has been attached.

Original PDF file:

[evi_2078613618-20150806165420591208_.01258304.PDF](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

Original PDF file:

[evi_2078613618-20150806165420591208_.01258303.PDF](#)

Converted PDF file(s) (3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

Original PDF file:

[evi_2078613618-20150806165420591208_.01258302.PDF](#)

Converted PDF file(s) (6 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)
[Evidence-4](#)
[Evidence-5](#)
[Evidence-6](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /deirdreclarke/ Date: 08/06/2015

Signatory's Name: Deirdre A. Clarke

Signatory's Position: Attorney for Applicant - NY bar member

Signatory's Phone Number: 914-821-3084

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79112144

Internet Transmission Date: Thu Aug 06 16:58:54 EDT 2015

TEAS Stamp: USPTO/RFR-207.86.136.18-2015080616585467

0477-79112144-540d06d29decc0fac1bb341da4

ff7380dbbe78763b5ae1764b9e7294481a82ccb-

N/A-N/A-20150806165420591208

EXHIBIT C

[Sign In](#) [Sign Up](#)[Your Account](#)Your Store:
N Bergen, NJ[0 Cart](#)

Prices, promotions, styles, and availability may vary. Our local stores do not honor online pricing. Prices and availability of products and services are subject to change without notice. Errors will be corrected where discovered, and Lowe's reserves the right to revoke any stated offer and to correct any errors, inaccuracies or omissions including after an order has been submitted.

Search results for **grass seed**:

Your Store: North Bergen, NJ

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All Products (28)

In-stock: Lowe's Of N Bergen, NJ (27)

☐ [Compare](#)**Sta-Green 20-lb Ryegrass Grass Seed Mixture****\$49.98**

★★★★★ (1 Review)

Item # 551973 Model # 2149629822

- Stays greener longer than ordinary grass seed
- Contains QuickGrow2x for increased seedling success and faster lawn establishment

☐ [Compare](#)**Scotts Turf Builder 20-lbs Sun and Shade Fescue Grass Seed Mixture****\$41.98**

★★★★★ (17 Reviews)

Item # 319127 Model # 18133

- All-purpose mix for sun and shade areas
- Blended specifically for northern regions
- 99.9% weed free

☐ [Compare](#)**Scotts Turf Builder 3-lbs Sun Ryegrass Seed Mixture****\$7.48**

★★★★★ (5 Reviews)

Item # 317898 Model # 18272

- Fast-growing turf for a temporary lawn
- Provides ground cover and erosion control
- 99.9% weed free

☐ [Compare](#)**Sta-Green 7-lb Ryegrass Grass Seed Mixture****\$21.98**

★★★★★ (1 Review)

Item # 551972 Model # 2149629821

- Stays greener longer than ordinary grass seed
- Contains QuickGrow2x for increased seedling success and faster lawn establishment

☐ [Compare](#)**Scotts Patchmaster 4.75-lbs Sun and Shade Grass Seed Mixture****\$9.98**

★★★★★ (89 Reviews)

Item # 94487 Model # 14940

- Solves the #1 lawn problem - bare spots
- All-in-one product contains everything needed to repair bare spots
- Pre-mixed and ready to grow; contains premium grass seed, Starter® fertilizer, and mulch

**Scotts Turf Builder 3-lbs Sun and Shade Fescue Grass Seed Mixture****\$15.98**

★★★★★ (7 Reviews)

Item # 305335 Model # 18348


☐ Compare

- Grow quicker, thicker, greener grass
- Now with WaterSmart® Plus coating technology
- Absorbs twice the water and holds water twice as long as uncoated seed to help prevent seed from drying out, even if you miss a day of watering


☐ Compare

Scotts Turf Builder 3-lbs Sun and Shade Bluegrass Seed Mixture

★★★★★ (125 Reviews)

Item # 305321 Model # 18225

- Grow quicker, thicker, greener grass
- Now with WaterSmart® Plus coating technology
- Absorbs twice the water and holds water twice as long as uncoated seed to help prevent seed from drying out, even if you miss a day of watering

\$13.48


☐ Compare

Sta-Green 3-lb Ryegrass Grass Seed Mixture

★★★★★ (2 Reviews)

Item # 551971 Model # 2149629820

- Stays greener longer than ordinary grass seed
- Contains QuickGrow2x for increased seedling success and faster lawn establishment

\$10.98


☐ Compare

Pennington 1-lbs Sun and Shade Ryegrass Seed Mixture

★★★★★ (1 Review)

Item # 21450 Model # 2149622072

- Germinates quickly for fast coverage
- Ideal for patching bare spots and thinning areas
- Penkoted for seedling protection

\$4.98


☐ Compare

Scotts Turf Builder 20-lbs Sun and Shade Bluegrass Seed Mixture

★★★★★ (7 Reviews)

Item # 377495 Model # 17937

- Grow quicker, thicker, greener grass
- Now with WaterSmart® Plus coating technology
- Absorbs twice the water and holds water twice as long as uncoated seed to help prevent seed from drying out, even if you miss a day of watering

\$71.98


☐ Compare

Pennington Smart Seed 20-lb Sun and Shade Ryegrass Seed Mixture

★★★★★ (13 Reviews)

Item # 289568 Model # 118517

- No filler
- Our finest pure-bred seed
- Saves up to 30% water year after year

\$61.98


☐ Compare

Pennington 20-lbs Sun and Shade Fescue Grass Seed Mixture

★★★★★ (2 Reviews)

Item # 334085 Model # 147871

- Designed for areas that receive 1-4 hours of sunlight per day
- Grows up to 40% more roots

\$54.98

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More doing.Your Store: **Ewing #976**
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\$0 - \$10 (22)

\$10 - \$20 (62)

\$20 - \$30 (25)

\$30 - \$40 (20)

\$40 - \$50 (22)

\$50 - \$100 (27)

\$100 - \$150 (6)

\$150 - \$200 (4)

\$250 - \$300 (2)

\$300 - \$400 (1)

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Show All Price

Set custom price range

\$ to \$ GO

\$6.97 / each**\$15.48** / each**\$44.00** / each**\$2.48** / sq. ft.Scotts Turf Builder 1.5 cu. ft.
Lawn SoilScotts 5,000 sq. ft. Turf
Builder Lawn Food8 ft. x 112.5 ft. Polypropylene
Single Net Straw Erosion
Control BlanketRealGrass and Real Grass
Lawns Standard Artificial
Grass Synthetic LawnTurf,
Sold by 15 ft. W x Custom
Length (2.48 / sq. ft.
Model # Lwn-LN

Brand –

[Pennington \(50\)](#)[Scotts \(47\)](#)[Barenbrug \(12\)](#)[Vigoro \(9\)](#)[X-Seed \(8\)](#)[The Rebels \(7\)](#)[Mayberry \(7\)](#)[VIGORO \(6\)](#)[Pearls Premium \(6\)](#)[LESCO \(5\)](#)

Model # 79559750

Model # 22305

Model # 17681-1-1125

(60)

(413)

(23)

(21)

• In Store Only

• In Store Only

• Ship to Home
Free with \$45 Order• Pick Up In Store TODAY
Free• Pick Up In Store TODAY
Free• Ship to Store
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• Online Only

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Show All Brand

Review Rating –

★★★★★ & Up
(66)

<div>★★★★★ & Up (119)</div> <div>★★★★☆ & Up (138)</div> <div>★★★☆☆ & Up (148)</div> <div>Not Yet Rated (42)</div>				
<div>How To Get It</div> <div>Free Shipping To Home (36)</div> <div>Free Shipping To Store (121)</div> <div>Free Shipping With \$499 Order (116)</div> <div>Pick Up In Store Today (120)</div> <div>Related Resources</div> <div>All Related Resources (162)</div> <div>Customer Reviews (109)</div> <div>Product Q&A (36)</div> <div>How-To Videos (13)</div> <div>How-To Buying Guides (1)</div>				
	4 ft. x 180 ft. Green Single Net Seed Germination and Erosion Control Blanket	Scotts Turf Builder Edge Guard Mini Broadcast Spreader	StarPro Greens Centipede Southwest Synthetic Lawn Grass Turf, Sold by 15 ft. W rolls x Your L (\$2.97/Sq. Ft. Equivalent)	Scotts Handy Green II 1,000 sq. ft. Handheld Spreader
	Model # 87035	Model # 76121	Model # RGB7	Model # 71133
	(2)	(200)	(20)	(187)
	• Ship to Home Free	• Ship to Home Free with \$45 Order		• Ship to Home Free with \$45 Order
	• Ship to Store Free	• Pick Up In Store TODAY Free	• Ship to Store Free	• Pick Up In Store TODAY Free
	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART
		CHECK STORE INVENTORY		CHECK STORE INVENTORY
	<input type="checkbox"/> SELECT TO COMPARE	<input type="checkbox"/> SELECT TO COMPARE	<input type="checkbox"/> SELECT TO COMPARE	<input type="checkbox"/> SELECT TO COMPARE
	\$8.00 / set	\$39.97 / each	\$59.47 / linear foot	\$57.98 / each
	RealGrass and Real Grass Lawns Artificial Synthetic Grass Kit for Standard, Deluxe, Rye, Premium and Golf 5 in. x 5 in. Samples only	Green It Organic Lawn in a Box	StarPro Greens St. Augustine Ultra Synthetic Lawn Grass Turf 15 ft. Wide Rolls x Your Length (3.97/sq ft. Equivalent)	Scotts Turf Builder Edge Guard DLX 15,000 sq. ft. Push Broadcast Spreader
	Model # RGSK	Model # 270	Model # RGB9	Model # 76232
	(8)	(4)	(4)	(162)
	• Ship to Home Free	• Ship to Home Free with \$45 Order		• Ship to Home Free
	• Ship to Store Free	• Ship to Store Free	• Ship to Store Free	• Pick Up In Store TODAY Free
	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART
				CHECK STORE INVENTORY
	<input type="checkbox"/> SELECT TO COMPARE	<input type="checkbox"/> SELECT TO COMPARE	<input type="checkbox"/> SELECT TO COMPARE	<input type="checkbox"/> SELECT TO COMPARE

EXHIBIT B



Gene Discovery Platform and Outreach

FuturaGene's discovery program includes in-house programs as well as extensive outreach programs to academia and corporate sources of interesting gene assets. Our discovery focus lies yield and processability enhancement, yield protection (biotic and abiotic stress) and enabling technologies.

Our groundbreaking discoveries in the protein modulation of cell wall biosynthesis, have served as a jumping-off point for continued discovery in this rapidly evolving field, which is central to biomass and second generation bioethanol production. We have consolidated our expertise in cell wall with new discoveries on hemicellulose modulation for enhanced processability of woody biomass.

Our activities in yield protection are aimed at plants threatened by biotic and abiotic stresses. These activities are driven by the understanding that climate change, diminishing resources and degradation of arable land impose serious threats on the security of agricultural productivity. Useful plants will need to be adapted to grow on marginal lands and to deal with new threats from disease and pests.

Our discovery capability is backed by the capability to apply our discoveries in plant species of major economic and environmental importance, with our leading traits already in late-stage commercial field trials. In addition to sourcing new gene traits, we constantly source germplasm with unique attributes and agronomic properties, which can be adapted for economic utilization.

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THE ROLE OF GENETICALLY MODIFIED EUCALYPTUS IN BRAZILIAN FORESTRY PRODUCTION

Producing more wood sustainably is a global challenge. Technology developed by FuturaGene could position Brazil as a new model for the plantation forestry industry. This innovation provides benefits in the social, economic and environmental spheres. This is what it means in numbers:

CONVENTIONAL
EUCALYPTUS

GENETICALLY MODIFIED
EUCALYPTUS

Harvested at 7 years

TIME TO MATURITY

Reaches the same size as
conventional eucalyptus in
5.5 years

One-and-a-half years
of savings in production
resources

159 million m³/year of
wood on 5.1 million hectares of land

PRODUCTION POTENTIAL

185 million
m³/year of wood
from the same area

An increase of 15%

Total area of 3.1 million
hectares to supply 60 million m³ of wood

AREA REQUIRED TO
MEET DEMAND

2.7 million
hectares to meet the
same demand

13% less

Around 240 tons
of CO₂ per hectare in each 7-year cycle

CARBON DIOXIDE
CAPTURE

270 tons
of CO₂ per hectare in
each 7-year cycle

A 12% increase

4.4 million
jobs

JOB CREATION

5.1 million
jobs

A 700,000
increase

R\$ 700 per hectare/year

PROFIT FOR
RURAL GROWERS

R\$ 900 per
hectare/year

28% more. Small
growers will have free
access to the technology

3.3 million
people

COUNTERING
RURAL EXODUS

4.2 million
people retained

970,000
people could remain in
their home communities

Cost of wood production
US \$46/m³

COMPETITIVE POSITION OF
THE FORESTRY INDUSTRY

US \$35/m³

Reduction
of over 20%

Genetically Modified Eucalyptus (GME) can contribute to the pulp and paper, furniture, steel, civil construction, bioenergy and bioproducts industries.

Benefits may not be additive.
Data based on projected deployment of GME in Brazil by 2050.

FuturaGene
Yielding the Future™

SOURCES: Data based on Estudo Socioambiental e Econômico da Aplicação da Biotecnologia em Plantios Florestais (Social, Environmental and Economic Study of the Application of Biotechnology in Forest Plantations) - Pory Consultoria de Gestão e Negócios Ltda. - August 4, 2014; Brazilian Census Bureau - IBGE.

EXHIBIT A

PICKSEED introduces Futura Sport high performance turfgrass mix. Futura Sport is a blend of select PICKSEED ryegrass and bluegrass varieties and is ideally suited to the demanding conditions on North American soccer pitches and other sports fields.

DESCRIPTION:

It establishes quickly to provide a uniform, professional quality playing surface with excellent wear tolerance. The excellent summer and fall shoot density of Futura Sport results in optimum impact cushioning on the field.

Futura Sport is comprised of:

25% Granite Kentucky Bluegrass: very dark green, dense and fine leaved with exceptional turf quality and wear tolerance as demonstrated in the 2006 data from the NTEP trials

25% America Kentucky Bluegrass: dark green, dense and fine textured with excellent shade tolerance and sod strength; one of the top rated NTEP varieties in the current NTEP

10% Bandera Texas Hybrid Bluegrass: second-generation hybrid that combines the strong heat and drought tolerance of Texas bluegrass and excellent turf characteristics and uniformity typical of Kentucky bluegrass

20% Cutter II Perennial Ryegrass: a recent PICKSEED hybrid that has demonstrated excellent germination, establishment, turf quality, growth and adaptation in NTEP trials

20% Dasher 3 Perennial Ryegrass: developed by PICKSEED in cooperation with Rutgers, demonstrates excellent spring greenup and summer ground cover in NTEP trials

FUTURA SPORT

ATHLETIC FIELD MIX

USAGE:

Futura Sport is ideal for seeding new sports fields, as well as for interseeding existing turf to improve playability. It demonstrates rapid germination and fast establishment due to the high percentage of elite perennial ryegrass and strong seedling vigor of bluegrass varieties. America and Granite Kentucky bluegrass provide excellent disease resistance. The aggressiveness of Bandera Texas Hybrid bluegrass provides excellent sod strength for better footing and recuperative ability.

ESTABLISHMENT:

PICKSEED recommends a seeding rate of 3 to 4 lb./M (1,000 sq. ft.) or 130 to 175 lb. per acre. Apply 1 lb. N, 2 lb. P and 0.5 lb. K/M at planting. Apply a second application of same 4 weeks after emergence (use coated N source). Summer applications of 0.75 lb. N/M (NS-52 or Poly-S Nitrogen) and 0.75 lb. K/M are recommended at 3 to 4 week intervals, for a total of 3.5 lb. N/M prior to first use.

Germination will occur in 5 to 21 days; seeding should be done when soil temperatures are at least 50 degrees Fahrenheit (10 degrees Celsius). Cover seed with 1/8th to 1/4th inch soil. As with all newly seeded areas, good seed to soil contact and adequate moisture are required for successful germination and establishment.

MAINTENANCE:

Futura Sport is adapted to a mowing range from 3/4 inch to 3 inches. PICKSEED recommends 3 to 5 lb. Nitrogen fertilizer per 1,000 sq. ft. per year, dependent on soil type, mowing height, irrigation regime, and turf quality expectation. Deep, infrequent irrigation is encouraged to maintain a healthy root system (mowing height influences root depth, and more frequent irrigation is required at lower height of cut.) Insecticide may be necessary to control white grubs, bluegrass billbug and sod webworm. Biannual core cultivation is recommended for compaction and thatch reduction.

**Mean Turfgrass Quality Ratings of Kentucky Bluegrass Cultivars Grown at 14 Locations in the U.S.
Maintained Using "Schedule B" - 2008 Data
Turfgrass Quality Ratings 1 - 9; 9 = Ideal Turf**

Cultivar	Mean	Cultivar	Mean	Cultivar	Mean	Cultivar	Mean
Alexa II	6.6	Beyond	6.2	Touché	5.9	Corsair	5.5
Rhapsody	6.4	Diva	6.2	Jump Start	5.9	Reveille	5.0
Granite	6.3	America	6.1	Moonlight SLT	5.8	Kenblue	4.6
Blue Note	6.3	Prosperity	6.0	Aviator	5.7		
Sudden Impact	6.2	Belissimo	5.9	Barduke	5.6	LSD @ 0.3	

**Summer Density Ratings of Kentucky Bluegrass
Cultivars
2008 Data**

Density Ratings 1 - 9; 9 = Maximum Density

Cultivar	Quality
Diva	8.0
Impact	7.2
America	7.1
Granite	7.0
Bluestone	6.9
Moonlight SLT	6.8
Blue Note	6.8
Dynamo	6.8
Bewitched	6.6
Prosperity	6.3
Pinot	6.1
Mystere	6.1
Reveille	5.7
Kenblue	5.6
LSD @ 0.8	

**Spring Greenup Ratings of Perennial Ryegrass
Cultivars
2008 Data**

Spring Greenup Ratings 1 - 9; 9 = Completely Green

Cultivar	Quality
Palmer V	5.9
Dasher 3	5.6
Pleasure Supreme	5.5
Protégé GLR	5.5
Amazing GS	5.4
Palace	5.4
Homerun	5.3
Firebolt	5.3
Presidio	5.2
Top Gun II	5.1
Pacesetter II	5.0
Caddieshack II	5.0
Quicksilver	4.9
Linn	4.3
LSD @ 0.5	



Technical Data

Looking for a ryegrass that's appropriate for every occasion? The Futura family of blended ryegrass from PICKSEED is carefully crafted according to our time-honored standard. Each blend is a distinctive combination of elite varieties, selected for optimal performance.

DESCRIPTION:

Futura 3000 is PICKSEED's premium blend, a cutting edge combination of the newest and best turf-type perennial ryegrasses available. This blend is frequently updated, and can be customized for geographically-specific application. In any location, for any occasion, Futura 3000 is sure to satisfy the most discriminating tastes. Futura 3000 sets the standard for high-performance ryegrass blends. It features a very dark green color and fine-leaved appearance, and is tolerant of drought, heat and low mowing heights.

A blend comprised of PICKSEED's newest and best perennial ryegrasses, Futura 3000 is flexible. It can contain some of our newest and best perennials on the market including Dasher 3, Fiesta 4, Cutter II, or Seville 3, and is frequently updated to maintain its cutting edge performance. Since not all varieties perform equally in all locations, Futura 3000 can be customized to include the best available varieties for specific geographic applications or conditions.

FUTURA 3000

PERENNIAL RYEGRASS BLEND

SEEDING:

Futura 3000 is fast. In warm soils, germination can be expected in 5 – 7 days. Though it establishes quickly, Futura 3000 demonstrates a lower growth habit, so it requires less maintenance. PICKSEED recommends a seeding rate of 5 – 7 lbs. per 1000 sq. ft. in the North. For overseeded Southern golf course greens, 30 – 40 lbs. of Futura 3000 per 1000 sq. ft. gives best results. In normal, warmer soil circumstances, you can expect germination in 5 – 7 days.



For more information about this and other PICKSEED varieties, visit our home page by scanning this code with your smart device.

In many situations, certified Futura Heat turf-type seeded Bermudagrass blend from PICKSEED is a wiser, more economical and beneficial choice for a turf project manager, architect or designer.

DESCRIPTION:

Futura Heat bermudagrass, with its rapid germination and establishment rate, is an excellent choice for project managers on a tight completion schedule. With its increased turf density and fast establishment rate, Futura Heat bermudagrass blend should be the first choice for sports turf managers and coaches who wish to reduce player injuries, while also lowering maintenance costs and requirements.

CONVENIENCE:

Certified Futura Heat seed can be stored on the job site until needed for planting, whereas sprigs and sod must be ordered daily as needed. Seed can be stored for regular use in repairing divots, worn spots etc.

NURSE CROP & TIME SAVINGS:

Futura Heat Bermudagrass blend can be planted on a project, or blended with sprigs of some varieties of hybrid Bermudagrass. Under proper planting and growing conditions, a Futura Heat bermudagrass planted product can be opened for limited use several weeks to several months before a sprig planted Bermuda project. This earlier opening date is highly valued by project owners for early revenue generation on a new project.



For more information about this and other PICKSEED varieties, visit our home page by scanning this code with your smart device.

FUTURA HEAT

B E R M U D A G R A S S

OVERSEED TRANSITION EASIER:

Using Futura Heat bermudagrass seed in an annual spring overseeding program can improve the transition from winter ryegrass back to the hybrid or seeded bermudagrass base. The faster recovery and spread rate of Futura Heat will get the bermudagrass base re-established much quicker, for improved summer appearance and performance, as well as a smoother ryegrass overseeding the following fall.

INITIAL WATER SAVINGS:

Newly sprigged or sodded Bermuda generally needs more frequent daily watering, for a longer establishment period than Futura Heat seeded Bermuda, to establish well. This is a significant economic factor with rising water costs and increasing water restrictions for recreational turf across the country, combined with regional drought situations.

QUALITY ASSURANCE:

Futura Heat certified seed has blue, certified tags attached to each bag to assure the buyer of the genetic and mechanical purity of the bermudagrass they are planting, whereas vegetative hybrid Bermuda sprigs and sod are rarely available verified by a third-party agency (many sod farms are known to be contaminated with mixtures of Bermuda).

MAINTENANCE SAVINGS:

Futura Heat turf-type seeded Bermuda requires less maintenance than most of the hybrid vegetative varieties, which must be de-thatched yearly and require special mowers.

Futura Pro creeping bentgrass blend is designed to produce superior golf course greens under a range of environmental and maintenance conditions.

DESCRIPTION:

Futura Pro combines two top-rated bentgrass varieties from PICKSEED – MacKenzie and Tyee. Research studies have shown that blends often perform better than the individual cultivars alone, because they ensure a broad genetic base that capitalizes on the strengths of the different varieties. These varieties were selected to provide genetic diversity, outstanding turf quality and a uniform playing surface under varying maintenance conditions and environmental stresses.

DISEASE RESISTANCE:

The broad genetic base represented in Futura Pro produces a putting surface with increased resistance to Brown Patch, Pink Snow Mold, Dollar Spot, Leaf Spot, Pythium, and most environmental stresses. The two varieties included in the blend match closely in appearance, resulting in an attractive, dense, uniform turf.

USAGE:

MacKenzie is a multi-use creeping bentgrass that was developed to produce deep roots and thrive under extreme conditions of heat and disease stress. Tyee is an Ultra-type bent, designed for extremely high density, low mowing tolerance, and disease resistance. Both were developed in cooperation with Rutgers, and have demonstrated outstanding performance in NTEP trials.

Together as Futura Pro, these varieties are a superior choice wherever bentgrass greens are grown, or for those desiring to move away from *Poa annua* greens. Excellent cool season adaptation and extra density make the blend more competitive against *Poa annua*, and heat tolerance enables it to shine in all seasons. Futura Pro quickly repairs ball marks and stands up to heavy traffic.



For more information about this and other PICKSEED varieties, visit our home page by scanning this code with your smart device.

FUTURA PRO

BENTGRASS BLEND

Both Tyee and MacKenzie exhibit a bright, true-green color, rather than a blue green color. In Northern climates they maintain their color well into the fall and green up early in the spring, while mild climates they will grow all year long. They are very fine-textured and exhibit high density in all seasons, providing a smooth, high-quality putting surface. As in all high-density cultivars, thatch management must be practiced with topdressing and verticutting, but they rapidly recover and form a superior surface. Wear tolerance is excellent in both Tyee and MacKenzie, and this blend can tolerate very low mowing heights while still maintaining density.

TECHNICAL PRODUCT SPECIFICATIONS

Year of Introduction	2010
Main Uses	Golf greens and tees, particularly in high stress or wear areas
Seed Count	Approx. 6,000,000 seeds / lb.
Normal Days to Germinate	3-5 days (6-10 in cooler weather)
Normal Days to First Mowing	21 days (can be mown shortly after germination in conversion process)
NTEP Quality Ratings	Excellent to Superior
Genetic Color	Bright, dark, true green color
Summer Stress Tolerance	Excellent
Cool Temperature Growth	Excellent
Leaf Texture	Very Fine
Turf Density	High
Vertical Growth Rate	Slow
Repair Rate	Rapid
Pink Snow Mold Resistance	Very good
Brown Patch Resistance	Excellent
Leaf Spot Resistance	Excellent
Dollar Spot Resistance	Very good